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PAGEANTRY AND OUT-DOOR DRAMA

By Frederic J. Haskin.

Between five and six hundred villages and towns in this country celebrated a safe and sane Fourth this year, thereby reducing the roll of injuries and deaths from explosives to a fraction of what might otherwise have been expected. In each of these celebrations some form of pageantry was introduced to give interest and enthusiasm to the program. While nationalism was the sentiment back of these productions, most of them presented some bit of local history stimulating to the community pride.

When a town has grown up through some leading industry, a pageant showing the development of that industry creates enthusiasm. Thus, the Fourth of July pageant of Superior, Wis., showed the evolution of the lumber industry. A lumber jack's log cabin was the central feature. A lot of standing pine trees on one side contrasted with the huge timbers that were handled by genuine red-shirted lumber jacks, using cant-hooks of primitive design. The processes of manufacturing lumber were also demonstrated.

The Fourth of July celebration this year introduced many features bearing upon the unsettled conditions of the world. The peace sentiment was everywhere dominant. The white-garbed youth bearing the dove of peace shared honors with Uncle Sam and the eagle in many pageants, while the activity of the American Red Cross both in Europe and Mexico was enacted in many forms.

Differs in Europe.
The American Pageant differs from that of Europe. There it is chiefly spectacular, consisting of parades or processions. Here it has become a medium for conveying sentiment by utilizing the natural dramatic instincts of all classes of people. The American pageant, as developed within the last five years, is a huge out-of-door drama in which every citizen may share. It is free to all, and those who are not acting in its production have usually contributed to its success by suggestions or by lending costumes or other articles needed to produce the desired scenes. The local pageant representing historical events is the one most in favor. This has recently been characterized as "a new form of drama in which place is the hero and history the plot." The tendency of these pageants is to strengthen community interests. The tendency of these pageants is to strengthen community interests. It exerts a mighty influence in overcoming race prejudices.

Fields and wooded hills are generally the background of a pageant, but the "Pageant of the Tenements," given by the people's institute of Public School No. 63 in New York was as successful in the spirit and patriotism it developed as the most elaborate rural production on record. The participants included Italians, Germans, Russians, Poles, Hungarians, Jews. They united in a great out-of-door play, given upon a vacant lot with the side of a building as a background.

The fire escapes and roofs of the surrounding tenements served as the grand stand. They were crowded with enthusiastic spectators. The pageant presented the folk dances of all the nations represented. Players wore national costumes. Some of them had been brought from the old country and others ingeniously copied in American materials. In the grand finale, America and its ideals were represented in tableaux form, and the voices which had given European national airs in the different scenes blended together in the great chorus of "America."

A Fourth of July pageant given in Springfield, Mass., had thirteen different nationalities represented in it. In striking contrast to the pageant of the tenement city school was that recently produced upon the Academy Campus of Meriden, N. H., a village of less than three hundred inhabitants. The coming of the pioneers to the country, their settlement, the founding of the academy, the circumstances which opened its privileges to girls, some incidents connected with the Civil war, the public life of some of its graduates, were among the features included. They were of sufficient interest to bring back hundreds of former residents for a visit to their old town and they gave the young people a new pride in their academy.

The difference between the pageant as given in this country and the open air play now coming into popu-

larity is that the pageant is an original and informal drama composed and acted for some specific purpose, such as Euripides' "The Trojan Women," given in New York a few weeks ago at the dedication of the new stadium of the University of New York. The classical dramas of the open air theater in Berkeley, Calif., are of this class.

The most elaborate and costly drama ever given in this country was produced in St. Louis last year. It represented incidents connected with the earliest history of the region, going back to its Indian inhabitants.

Back of the stage rose the broad facade of a temple in Maya design. Three Indian mounds in the foreground were the centers of special acts. Part of the play was enacted in the water in a quaintly designed boat propelled by boys swimming upon each side of it. "The Pageant of the Pioneers" enacted upon the campus of the University of North Dakota, under the auspices of the Mississippi Valley Historical Association, was most elaborate and attracted attention even in England because of its presentation of the organization of the Hudson Bay Trading Company in Guild Hall, London, and the setting out of Captain Rallison, the explorer. The old Lewis and Clark expedition and the life of Sakatawea, the Indian woman who guided them, were other motifs of national interest.

While local history is the subject most popular for the pageant because of its influence in the development of community spirit, other

A CONFESSION

Hopes Her Statement, Made Public, will Help Other Women.

Hines, Ala.—"I must confess," says Mrs. Eula Mae Reid, of this place, "that Cardui, the woman's tonic, has done me a great deal of good."

Before I commenced using Cardui, I would spit up everything I ate. I had a tired, sleepy feeling all the time, and was irregular. I could hardly drag around, and would have severe headaches continuously.

Since taking Cardui, I have entirely quit spitting up what I eat. Everything seems to digest all right, and I have gained 10 pounds in weight.

If you are a victim of any of the numerous ills so common to your sex, it is wrong to suffer.

For half a century, Cardui has been relieving just such ills, as is proven by the thousands of letters, similar to the above, which pour into our office, year by year.

Cardui is successful because it is composed of ingredients which act specifically on the womanly constitution, and helps build the weakened organs back to health and strength.

Cardui has helped others, and will help you, too. Get a bottle today. You won't regret it. Your druggist sells it.

Write to: Chattanooga Medicine Co., Ladies' Advisory Dept., Chattanooga, Tenn., for Special Instructions on your case and 64-page booklet "Nutrition for Women," sent in plain wrapper. N.C.S.

HE'S HEAD OF NEW U. S. FARMERS' WORK



Dr. A. C. True.

events have formed the base of successful and artistic entertainments of this kind. The Erasmus pageant given outside of Erasmus Hall in Brooklyn, showing the formal conclusion of Erasmus and the monks, the "Frieze of the Prophets" pageant given in Richmond, Va., and the "Canterbury Pilgrims," presented at Gloucester, Mass., had no local motif.

American history is full of romantic incidents which vary in different sections of the country, affording an endless variety of historical incidents which work into the pageant. The Arizona Indian dances, the Oregon Round-ups, the Gasparilla fete of Tampa, Fla., the Mardi Gras of New Orleans, the Velled Prophets of St. Louis, the Forest Plays of California, the revels of the Copley Society of Boston, and the Artists' Club of Chicago are all different phases of the pageant as it has developed in modern American life.

A specific class of music is being evolved to meet the needs of the pageant, which is thus exerting a strong influence on our national life. The adaptation of old-time melodies to accompany historic incidents is a

minor detail, but for the finale of most pageants, having some strong connection with the present, some new music is required. While much of it is amateur and of little value, the effort at its production is an advance, and a number of compositions for pageants have been deemed worthy the effort. Arthur Fairwell, Nathalie Curtis, Charles Cadman and others have written Indian music for certain pageants which has had recognized artistic value for other uses. Katherine Lee Bates wrote a special pageant anthem for the pageant of Portland, Me., two years ago, which has been considered so typical of the spirit required that it has been used in a large number of other affairs. The hymn composed by Brooks Peters for the great pageant of St. Johnsbury, Vt., has been pronounced a classic.

Dancing a Feature.
Dancing also enters largely into the effectiveness and success of the pageant. The development of outdoor and folk dancing is contemporary with it. The old-fashioned minuet danced upon the green in a Vermont pageant, the May dance of Bryn Mawr College, Pa., the Greek dancing accompanying the celebrated "Pageant of the Tree," in Boston, and the cowboy dancing of a recent Nevada celebration, each was a distinctive effort in the rhythmical interpretation of sentiment.

Group dancing and solo dancing have each their distinctive place in the pageant. The "Dance of the Devil and the New England Conscience," as recently rendered by Virginia Tanner and Chateau Brown, showed the struggle of the sober-garbed young Puritan to keep his eyes upon the ground in the presence of a bewitchingly fascinating woman. A spirited Greek war dance given by American schoolboys clad in antique clothing and classic shields gave them an added impetus in the study of Greek history. A snappy, original Fourth of July dance was executed by a group of girls dressed in straight up and down costumes to represent cannon fire-crackers.

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COMMISSIONER'S SALE OF COAL.

By virtue of a decree of the Circuit Court of Harrison County, West Virginia, entered on the 13th day of May, 1915, in the Chancery Cause of Luther Talkington vs. R. Ellis Mason et al I will sell as Special Commissioner at public auction at the front door of the Court House of Harrison County, West Virginia, on

MONDAY, JULY 26TH, 1915,

beginning at Two o'clock P. M. the undivided one-eighth interest in a tract of the Pittsburgh vein of coal in Eagle District of Harrison County, West Virginia, at Wyatt, containing about five acres, and being part of the tract of coal which was conveyed by J. W. Hess and wife to John Mason, by deed dated November 3rd, 1895, and recorded in the office of the Clerk of

the County Court of Harrison County, West Virginia, in Deed Book 71, page 172.

TERMS OF SALE—One-third part thereof and as much more as the purchaser may elect to pay, cash in hand on day of sale; one-third part thereof in six months, and the remaining one-third part thereof in twelve months from date of sale, with interest, the purchaser being required to execute his notes for deferred installments of purchase money, with good personal security to be approved by the undersigned Commissioner, and as additional security a vendor's lien will be retained in the deed to the purchaser.

MARSHALL W. OGDEN, Special Commissioner.

I, I. Wade Coffman, Clerk of the Circuit Court of Harrison County, West Virginia, do certify that Marshall W. OGDEN, Special Commissioner, has executed bond as required by said decree of sale in the above described cause.

How, and Why, —the GOODRICH "Fair-List" Propaganda now saves Car-Owners, yearly, over \$25,000,000 on Tires

THERE are 1,923,951 Automobiles now State-licensed, and running, in the United States. Of these, 1,803,951 are Pleasure Cars—i.e., exclusive of Trucks, etc.

More than 90% of them, or about 1,623,555, use Pneumatic Tires.

Each car will wear out and replace, on average, about one Set of Four Tires per year.

Therefore, the interests of each Car-Owner as well as each Car-Manufacturer, each Car-Dealer, and Salesman, is vitally and personally affected by the price of Tires to Consumers.

Because, Tires and Gasoline are the two big items of consumption in the operation of Motor Cars.

The Owner who used his Car 1,000 Miles less per year, than he would have done, because of "the high-price of Tires and Gasoline," received that much less return from his entire investment in the Car proper.

The potential, or prospective, Car-Owner who fails to buy a Car because of "the high cost of Tires and Gasoline," he who sells his Car and does not buy again because of "the high cost of Tires and Gasoline"—or he who, for the same reason, stores his Car and does not run it during a considerable part of the year, is a direct loss to

1st—Automobile Manufacturers, as a class.
2d—Automobile Dealers, as a class.
3d—Garage Owners, as a class.
4th—Lubrication & Gasoline Manufacturers, as a class.

But,—he is a greater loss to TIRE Manufacturers, and Dealers, as a class, than to any others.

Because,—Gasoline and Lubricants, for instance, can be sold to the Owners of Motor Boats, Stationary, and other Motors.

But,—Automobile Tires can only be sold, in the ultimate, to the man who OWNS a Car, and who wears out Tires through using it.

EVERY mile that each Automobile runs, means an automatic Sale of Tires to replace that mileage with new Tires.

But, all the Salesmanship, and all the Advertising, under the Sun, could not increase, by a single Tire, the total sales of Tires beyond the number of Cars owned by Consumers, and the number of Miles each Consumer runs his Car yearly.

The Market for Tires is therefore limited inflexibly, to the number of Cars running, and the Mileage which each Owner is induced to run yearly.

Therefore, we opine that to promote greater Sales, and greater use, of Automobiles, few better incentives can be offered than markedly-lowered cost, TO CONSUMERS, for Tires and Gasoline.

Just as we recognize that the only legitimate expansion open to the Tire Industry, as a whole, would be due to the Sale of more Automobiles each year to Consumers, with a greater average Mileage USE, per year, of each Car by each Owner.

That is why we favor the lowest possible price for Tires,—to Consumers, consistent with maintenance of high quality and a fair profit to Dealer and Mfr.

So this, then, is a leading reason why WE initiated, and propagated, that Goodrich "Fair-List" Movement which we publicly announced in the press on Jan. 31, 1915, and which caused practically every Pneumatic Tire Manufacturer in this Country to follow our lead and bring his prices down to a fairer level.

THIS is also the reason why some Tire Manufacturers, who could not, or would not, "meet" our BASIC prices for Pneumatic Tires (even though our "Fair-List" Propaganda obliged them to make heavy reductions off their former Lists) might erroneously suppose that "Goodrich" Tires have been cheapened in Quality, as well as in price.

Hence this explanation (to the Public, to Car-Manufacturers, Dealers, Car-Salesmen, Garages, and Tire Dealers generally) that we deem it "good business" to sell the best Goodrich Tires (of fabric construction) we have ever made, at the fairest price possible for such quality.

Hence, too, the following TEST offer to Consumers. —We will cheerfully pay for any Goodrich Safety "Non-Skid" Tire, sold since our "Fair-List" price-reduction (announced on January 31, 1915), which when cut open shows any reduction in quality, in number of layers of Canvas, in thickness, or quality of Rubber, when compared with any other Goodrich Safety "Non-Skid" made by us, and sold at our higher prices current before the Goodrich "Fair-List" Movement.

And,—this is further to authorize any Tire-User to extend this Offer (at our expense) to any Tire Dealer, or Manufacturer.

We ask Car-Owners, and Tire Consumers, in their own interest, to see that no "implication" of lowered quality in Goodrich Tires goes unchallenged—just as we have protected their interests, for our own sake, through our "Fair-List" Propaganda.

BECAUSE of that GOODRICH "Fair-List" Propaganda, every Car-Owner who now buys any make of Tire sized 37 x 5, now saves on each set of 4 Tires, an average of about \$46.27.

—Every Car-Owner who uses 34 x 4 Tires, of any make, now saves, through the Goodrich "Fair-List" Propaganda an average of about \$26.15 per Set of 4 Tires.

Made as always—

- The same reliable Construction.
- The same dependable Service.
- Nothing whatever taken out of materials or Quality, no matter what reductions in List-Price are ever made.

—Every Car-Owner who uses 30 x 3 1/2 Tires, now saves, through the Goodrich "Fair-List" Propaganda, an average of about \$14.70 per Set of 4 Tires.

Other sizes in proportion. The 1,623,555 State-licensed Car-Owners who use Pneumatic Tires now save about 20% of what they last year paid for ANY make and size, whether they be Goodrich or competing brands,—equal to more than \$25,000,000 per year.

And, don't forget that this giant saving to Car-Owners was never mentioned to the Public by other Tire Manufacturing Concerns until the Goodrich "Fair-List" Propaganda made it imperative that they extend the Saving to Consumers on their Tires, or lose business to the Goodrich Co.

But, notwithstanding all this,—the fact which should loom largest to TIRE-USERS is the contrast of 10% to 40%, in prices, that still exists between the low price of the best Non-Skid Tires (of fabric construction) that money can buy, or the largest Rubber Factory in the World produce,—(to wit, GOODRICH Non-Skid Tires) and all other "responsible" Tires in the field.

Compare prices and see! Then, if you are not already a Goodrich User, do yourself (and us), the justice to buy at least one GOODRICH "Non-Skid" Tire.

Test that out for Quality, Mileage and Resilience against any other Tire, at any price, which you are now using.

The result of such Test will cause you to wonder why you ever paid more for Maximum Quality, Mileage, and Resilience than the Basic price of Goodrich Non-Skid Tires!

THE B. F. GOODRICH CO., Akron, O.